# VEENA MURALIDHARAN

**GIS Expert with overall 8 years of experience in spatial analytics, data management & documentation. Involved in end to end bid management process and building business collaterals. As an aspiring data scientist, adept in data wrangling, data analysis and machine learning.Curious minded and self motivated with an eagerness to learn different technology and build new skills.**

**Email:**muralidharanveena@gmail.com

## LINKS

**Bio:** veenam.info

**Blog:** veenamuralidharan.com

**Github:** veenam

**Twitter:** @veenamural

**LinkedIn:** VeenaMuralidharan

## COURSEWORK

**POST-GRADUATE**

Geoinformatics | 2007-2009

**GRADUATE**

Geology | 2004-2007

## TOP SKILLS

• GIS expert with spatial analytics skills using R & Python

• Capable of building predictive and classification models using Machine Learning techniques

• Experience of ESRI suite of products and opensource GIS tools and database management tools-PostgreSQL & Microsoft Access

• Technical and Functional expertise of GIS applications in business

•Skilled in Technical Documentation, Proposal Development & Content Development

•Research oriented with an ability to understand the current trends in the technology and propose relevant solutions based on its business applications

## EXPERIENCE

### SENIOR EXECUTIVE | Genesys International Corporation Limited
May 2017 – Present | Mumbai, IN

- Performing Market Research.
- Building collaterals, Proof of Concepts & Business Proposals.
- Working in tandem with Sales and Operation teams to build relevant client based IT & GIS enabled solutions.

### COORDINATOR-INFORMATION MANAGEMENT & COMMUNICATION | Deepak Foundation
Aug 2014 – July 2016 | Vadodara, IN

- Performed data acquisition, digitization and image processing of spatial data and creation of basemaps & thematic maps
- Development and piloting of a web based GIS application for Blood Donor search for the City Hospital
- Data Management, Analysis and Report generation of healthcare intervention projects
- Involved in content writing and collateral development

### PROJECT COORDINATOR | K.E.M Hospital Research Centre
Mar 2013 - Aug 2014 | Pune, IN

- Coordinating the Field testing of improved cookstoves to generate data on indoor air pollution and analyze to concentration levels of $PM_{2.5}$ and carbon monoxide

### GIS RESEARCH FELLOW | K.E.M Hospital Research Centre
Mar 2010 - Mar 2013 | Pune, IN

- Training and field coordination of GPS data acquisition
- Performing spatial analysis and building maps
- Development and piloting of WebGIS application
- Building proposals and publishing research articles

## PROJECTS

### LOCATION ANALYTICS FOR BUSINESS START-UPS | Github
Capstone Project |Dec 2018 | IBM Data Science Certification

•Webscraping using BeautifulSoup •Data visualization using Folium & Foursquare API •Machine Learning- K-means Clustering

### FIELD TESTING OF ALTERNATIVE COOKSTOVE PERFORMANCE IN A RURAL SETTING OF WESTERN INDIA
Research Project | Dec 2013-Apr 2015 | K.E.M Hospital Research Centre

•Field Data Acquisition •Working knowledge of Indoor Air Monitors •Exploratory Analysis using SAS & R •Linear regression analysis

### SPATIAL DISTRIBUTION OF COPD IN A RURAL POPULATION OF INDIA   Research Project | Mar 2010-Sept 2011 | K.E.M Hospital Research Centre

•Field Data Acquisition •Buffer analysis using ArcGIS 9.3x & QGIS

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## CERTIFICATIONS

**Data Science:** IBM Certification, 2018

**Epidemiologic Application of GIS:** Johns Hopkins University,2012

**Geosptial Analysis in Python:** Udemy, 2019

## SOFTWARE SKILLS

Daily use:
Python • D3.js • markdown • Stata • LaTex

Regular use:
HTML \ CSS• Python• RStudio • PostgreSQL • PostGIS

Occasional use:
JavaScript• Tableau• Excel Macros

### TOOLS & UTILITIES

•Git •Excel •QGIS •ArcGIS •Geoserver •Wordpress •Azure Notebooks •IBM Watson •Google Analytics  Colab

## PUBLICATION

### ENVIRONMENTAL HEALTH

**European Respiratory Society, 2011:** Spatial distribution of COPD in a rural population in India using geographic information system

**IJERPH, 2015:** Field testing of alternative cookstove performance in a rural setting of western India

## ACHIEVEMENTS

### GENESYS INTERNATIONAL CORPORATION LIMITED
May 2017 – Present | Mumbai, IN

- Developed competitive and winning bids for government tender in Middle-East for building GIS database and updating aerial photographs

- Involved in end to end bidding process for major infrastructure project under Bharatnet

### DEEPAK FOUNDATION
Aug 2014 – July 2016 | Vadodara, IN

- Developed a web based GIS application for accessing information of blood donors based on the nearest distance from the hospital.

- Won FICCI CSR Awards (2015-16) for the outcome report on the program impact on rural women farmers. Built thematic maps representing the impact of the intervention.

- Involved in the development of a centralized database system for recording & management of the healthcare data and generating reports on the illness trends.

### K.E.M HOSPITAL RESEARCH CENTRE
Mar 2010 - Aug 2014 | Pune, IN

- Successfully trained & managed a team of 50+ in field data acquisition using GPS technology

- Successfully mapped the incidences of COPD in rural areas and analyzed the impact of proximity to vehicular pollution on the disease. Presented the results in the annual conference of European Respiratory Society

- Successfully executed and managed an experimental study on indoor air pollution concentration in rural households.Performed the data analysis using linear regression model and published the findings in peer reviewed journal of impact factor 2.4